

USAID/Ethiopia, ADDIS ABABA
Invitation for Quotation

The USAID/Ethiopia, Addis Ababa, invites all eligible bidders to provide quotation for the provision of graphic designed service as per the below scope of work.

Purpose:

To provide graphic design services for USAID/Ethiopia print and digital communications products. Communication products may include, but are not limited to, PowerPoint presentations, posters, banners, and data dashboards. Digital and print materials are expected to include infographics, illustrations, icons, and other data visualization tools to communicate USAID's complex data and information to the public. It also follows our branding and marking guidelines which includes certain fonts, colors and templates.

(<https://www.usaid.gov/branding/resources>)

The objective is to develop and disseminate informative, engaging communications products that convey the breadth and depth of USAID/Ethiopia's programs and activities to U.S., Ethiopian, and online audiences.

Services to be Performed:

The Contractor will develop print and digital communications materials when requested by the USAID/Ethiopia Development Outreach and Communication Team. These materials may be used by USAID/Ethiopia's social media platforms, printed materials, meetings and events, and of other purposes as determined by USAID/Ethiopia.

Specific deliverables will be determined under the direction of the USAID/Ethiopia Development Outreach and Communication (DOC) team.

Period of Performance:

The Contract will be effective upon signature, for a period of one year, with four option years, for a maximum of five years. Option years will be exercised based on continued need for the service, satisfactory performance by the Contractors, and availability of funds. All terms and conditions of the Contract will remain in effect during any option years.

Qualifications:

The Contractor must demonstrate that s/he possesses the following experience:

- 1) 2 years of experience in graphic design, including print and digital design
- 2) 2 years of experience in using Adobe CS6 design suite

- 3) 2 years of experience with layout of communication materials
- 4) 2 years of experience in print and digital production
- 5) 2 years of experience working with development organizations

Each offer MUST contain the following unambiguous information. Any supplier with incomplete information of the following 3 items will be disqualified.

1. Full name and address of the supplier
2. Unit price of the graphic design services per hour.
3. Samples from previous products.

Eligible suppliers can submit their price quotation including all costs to addisprocurement@usaid.gov before July 17, 2023, at 17:00 local time.
